

WISCONSIN URBAN FORESTRY COUNCIL

Wednesday, October 17, 2001 – 9:30a.m. – 3:00 p.m.

Christine Giese, Chair
Jeff Edgar, Vice Chair
Richard Rideout, Executive Secretary

RSVP to Felipe Avila by 10/12/2001
Phone: 608-267-0568
Email: avilaf@dnr.state.wi.us

AGENDA

Location: Lodi Associated Bank

Address: 102 N. Main St., Lodi, WI 53555 608 592-3251

Directions: From IH 90/94. Take the WI-60 exit, exit number 119, towards Lodi. Head west on WI 60 for about 4.5 miles until you come up to HWY 113 (Main St.) The bank is just before the intersection on WI-60 and HWY 113 on the right hand side. Please note parking directions included with the map.

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No.	Time	Presentation	Agenda Item	Action
1.	9:30	Chris Giese	Call to Order/Moment of silence for victims, families of terrorist attack. Special thought for Christine Snyder who was on Flight 93 flying home after the National UF Conference.	
2.	9:40	Chris Giese	Approve/accept minutes from July 11 meeting.	Motion
3.	9:45	Dick Rideout	Review/Approval of Financial Report.	Motion
4.	9:50	Heather Mann	Urban Open Space Foundation	Informational
5.	10:20	R. Bruce Allison	CARET/Consensus Statement	Discuss
6.	10:35	Dave Liska	Governors Council Representative -Letter submitted to Dan Meyer American Society of Landscape Architects representation on WUFC	Informational
7.	10:55	Wayne Glowac	Wisconsin Builders PR project update	Informational
8.	11:25	Jeff Edgar, Mark Guthmiller	a) Millennium Grove Project Report -Sign re: Millennium Nursery Famous and historic trees b) Proposed Legislative Grove Project	Discuss
9.	12:00		Lunch	
10.	12:45	Jeff Edgar	Report on American Forest Conference	Informational
11.	1:15	Joan Stevens, Mary Morgan, Dick Rideout	Annual UF/WAA Conference - Tree Board Workshop - Outline/Timeframe - Council moderators	Dicuss
12.	1:45	Kevin Hinckley	Tour Des Trees event in Lodi. Other Tour Des Trees Comments.	Informational
13.	2:00	Dick Rideout	DNR Report -2001-03 Budget -TCUSA Banquet for 2003 -Strategic Plan Status	Discuss
14.	2:25	Chris Giese	Next Meeting	
15.	2:30	Kevin Hinckley	Tour Scenic Lodi	
16.	3:00		Adjourn	

Wisconsin Urban Forestry Council Minutes, October 17, 2001

Lodi Associated Bank

Lodi, Wisconsin

In attendance were 20 people

The **voting members** were: Christine Giese-Chair, Jeff Edgar-Vice Chair, Linda Barcz, Mark Dochnahl, Roald Evensen, Wayne Glowac, Kevin Hinkley, Paul Keller, Gregory Lancaster, David Liska, Mary Morgan, Joan Stevens, Daniel Trass.

The **ex-officio, non-voting members** were: Bria Radtke, Dick Rideout, Felipe Avila

The **non voting guests** in attendance were: Ken Keeley, Heather Mann, "Doc" Pohlman, David Stephenson

Absent Voting Members: R. Bruce Allison, Preston Cole, Keith Erickson, Paul Hartman, Laura Jull, Robert Miller, Tony Perez, Robert Skiera, Les Werner.

1. Meeting called to order at 9:30 am by Council Chair Christine Giese. A moment of silence was observed for Christine Snyder and all of the victims of the September 11, 2001 terrorist attacks in New York and Washington.
2. It was noted that due to time constraints the minutes for the July 11, 2001 Urban Forestry Council meeting were not made until last week. If any member feels the need to change an item or correct a mistake in the minutes, corrections should be sent to Dick Rideout as soon as possible. A motion to approve the minutes of the July meeting was made by Greg Lancaster, and seconded by Joan Stevens. Motion carried.
3. Dick Rideout reviewed the first quarter finance report. It was noted that the Public Relations budget was set at the same rate as Fiscal Year 2001. This is probably larger than necessary; since it was based on the start up costs for the first Madison Home Products show. Last year's PR costs were significantly less than budgeted. It was suggested that the committee discuss reducing the PR budget at the next meeting. It was also noted that finance data from all the quarters in one Fiscal Year would be noted on finance reports in the future. Jeff Edgar moved approval of the finance report and Roald Evensen seconded the motion. The motion passed.
4. Heather Mann, Executive Director of the Urban Open Space Foundation (UOSF), presented information about her organization, and its goals. The UOSF has four primary goals: to increase the quantity of open spaces in Wisconsin, to improve the quality of open spaces in Wisconsin, to provide technical assistance to organizations and individuals maintaining open spaces, and finally to continue to improve the UOSF itself to better serve the people it works for. Heather went on to discuss in detail an example of the work that the UOSF accomplishes, The East Rail Corridor Project in Madison. This project is attempting to take advantage of a unique opportunity to create a large public park in a former industrial area just east of the State Capitol in Madison. The UOSF is working with the City of Madison, the Wisconsin Department of Transportation, neighborhood associations, developers, current landowners and nearby businesses, to create a park with active/passive recreation, a water feature designed to improve stormwater runoff quality prior to discharge into the lakes and a link to the bike path network of Madison, for residents of Madison to enjoy. Heather fielded questions from the Council and cited other projects in Milwaukee and Madison as other examples of the UOSF's work. She also showed interest in speaking at the Wisconsin Arborists Association meeting in January, as well interest in joining the Urban Forestry Council as an At-Large member. For more detailed information on her organization, Heather suggested looking at the UOSF website: www.usof.org or www.ouopenspaces.com.
5. R. Bruce Allison was not present at the meeting, so his CARET/Consensus presentation was put off until the January meeting.

At this point the agenda was adjusted so Dave Stephenson could talk about the Tour de Trees, and Wayne Glowac could talk about the Wisconsin Builders PR project before they had to leave.

12. The Tour de Trees was held from August 5 - 12, the Tour was a 600 mile bike tour from Minneapolis to Milwaukee to raise money for tree research. Dave rode the complete tour despite the 90-degree weather, and thanked several members of the Council for their volunteer efforts, organizational efforts, and assistance in running the Tour. Thanks to the efforts of the volunteers and riders, the tour grossed \$425,000 this year.
7. The radio ads that the Builders Association made have been receiving airplay over most of the state in the past few months. Several dozen different media outlets in Wisconsin sent back reply cards stating that the ads would be played or the print ads published, and people have reported hearing the ads in markets where no reply card was received. The three major radio conglomerates in the Madison area agreed to play \$53,000 worth of air time in the past three months, if other major and mid sized played the Public Service Ads at a similar rate then ad campaign will have been very successful. The radio ads are very well made and other states have inquired about using them. Since there is no copy right on the ad, it was determined that as long as the Wisconsin Urban Forestry Council got credit for creating the ad, there should be no problem in sharing it.

Wayne also mentioned that the Madison Builders Association Home Products show is in February and that the association again agreed to donate eight booths to the council for our use. Wayne also wanted to put the word out that we will need volunteers to set up and take down the booths. It was noted that this past year's event would not have been possible without the volunteer assistance of The Bruce Company's Linda Barcz and her staff.

6. David Liska had three topics to discuss during this portion of the meeting. Finding a new representative for the Wisconsin chapter of the American Society of Landscape Architects (ASLA), changing the UF council's representative on the Governors Council on Forestry, and considering the Urban Open Space Foundation for membership on the Urban Forestry Council.

The current ASLA representative on the council has not attended a meeting in sometime. As Felipe Avila was trying to track down the current representative to give notice about today's meeting, he had some conversations with Ken Keeley who is the current secretary and president-elect of the Wisconsin ASLA. Ken offered to help find a replacement and attend the October 17th meeting for the ASLA. After sitting in for the first part of the council meeting Ken offered to become the full time representative. A motion to have Ken Keeley become the new representative for the ASLA was offered by Mary Morgan and seconded by Mark Dochnahl. The motion passed.

The process to have Ken Ottman replace Bob Skiera on the Governor's Council on Forestry was underway. Skiera is in the process of writing a letter resigning his position and including a recommendation for Ottman in this letter. Ken Ottman will also be taking a seat on the UF council as well.

After hearing Heather Mann's presentation several members felt that adding a representative from the USOF to the council would be beneficial to both parties. Mark Dochnahl moved and Linda Barcz seconded that Heather Mann be offered a seat on the Urban Forestry Council representing the Urban Open Space Council. The motion passed.

8. Jeff Edgar provided an update on the Millennium Grove project and information on the proposed Legislative Grove Project. The Millennium Grove project was presented to the public on August 11, 2001 on the West steps of the State Capitol. The presentation went well and the grove itself is nearly complete at its location off of the Capitol City bike trail in Madison.

State Representative Barbara Gronemus (D-Whitehall) has floated the idea of creating a Legislative Grove project, similar to the Millennium Grove. For this project each State Senator and Representative would bring a tree down from their district to be planted in a park in the Madison area, to serve as a memorial to their service. As new Representatives and Senators are elected they will also be given the opportunity to plant a tree in the park as well. Tactfully asked questions were raised and comments given about the location of the park, maintenance, design, and number of trees to be planted and legislative turn over issues. It was decided to form a sub-committee to study the idea, with three things in mind. One; what will the Legislature get out of this project, two; what will the council get out of this, and three; how would this project be put together. Jeff Edgar, Roald Evensen, and Dick Rideout will start out on the sub-committee with one or two additional people to be added later. This topic will also be discussed at the next council meeting in January.

At this point the meeting broke for lunch, and resumed at 12:30 p.m.

10 The next topic up was Jeff Edgar's report on the American Forest Conference. The conference was held September 5th to 8th, in Washington DC with approximately 800 attendees. Like all conferences there were some good talks and some disappointing ones. A sampling of workshops held include GIS, Remote Sensing and its use in Urban Forestry, Wildlife Protection in an Urban Environment, and Neighborhood Revitalization and Replanting. Jeff's comments on one class was that the GIS people need to spend more time on the ground, in the field and not depend so much on satellite imagery. His comments on another were that he liked the idea of "Structural dirt" and is interested in seeing the results of the study five years down the road. Jeff also made some comments about who should be sent to the workshop in the future. Sending people with more of an organizational background from seed to planting to maintenance to removal might have a better benefit. He also raised the question of sending someone not on the council and not a state employee to the workshop. Dick replied that for the state to pay for someone to attend a conference, the person would have to show how the state would benefit. Overall Jeff did enjoy the conference but wishes that it would have had a more immediate impact. It was noted that the long term benefits of the conference; contacts made, and knowledge gained will pay off farther down the road, rather than right away.

11. The annual Urban Forestry/Wisconsin Arborists Association conference will be held in Green Bay on January 27th -29th. It was decided to cut the first evening's Tree Board reception and instead hold workshops in the afternoon. There are also three time slots open with topics still to be chosen. Dick Rideout provided a list of possible topics and the members were to decide which topics they felt would interest the urban forestry audience. After some discussion it was decided to offer Heather Mann two class spots on Monday the 28th in session B. The idea is that she would discuss her efforts on the East Rail Project in Madison. In the second class she would share the floor with engineers, urban planners and city representatives to talk about the nuts and bolts (planning, land purchase, brownfield designation) of how to pull off a project like this. If Heather declines the offer, other workshop topics that interested the council includes dealing with gypsy moths, frost cracks, and urban wildlife management. For the second class Wayne Glowac had offered to teach a class on Public Relations and Effective use of the Media. The class would have background information on the work he did for the council, the creation of the "Rex the Dog" ad, and effective implementation of the ad. It was decided to move Wayne's class to 1:30 on the 29th so as not to conflict with another concurrent session.

Mary Morgan then asked for volunteers for her workshop on Sunday the 27th. Her idea is to have five or six people speak for about ten minutes on one method of achieving success. To have individuals who have had success with one topic, and explain the key to their success will be much more effective than Mary standing up there and lecturing for an hour. Hopefully the brief discussions will spark conversations that will carry over into the opening reception. Joan Stevens, Christine Giese, David Liska, and Paul Keller agreed to talk. The possible topics include Landowner Contact, Talking to the Field Crew, Talking to City Buracuracy, and Meeting Attendance.

Other logistics of the conference were also discussed. Such as where to seat award winners during the awards lunch to make the ceremony flow better, and reminding council members that nominations are needed for the awards. It was suggested to note on the workshop program whether the class is intended for field crew, or management. Jeff Edgar and Chris Giese also volunteered to serve as moderators during the sessions.

13 Dick Rideout next went over the highlights of the 2001-2003 state budget and how it would affect the council's work. The main thing that the council should be concerned with is that the IRS does not allow contracting staff. Since there is a fairly large pool of money set aside for contracting work it was decided to try to contract out the grant administration duties. Dick is also open to suggestions of other tasks that could possibly be contracted out.

Little was done on Strategic planning this quarter, a lack of staff, and other topics that cropped up pushed this subject to the back burner.

Preliminary plans for the 2003 Tree City USA banquet were then discussed. The committee was presented with the options of either forming a sub-committee to organize, plan, and run the banquet or to contract the task out to a planner. How much responsibility to give to the planner was also debated. Some members felt that with the 2000 banquet under the belt, that putting together the 2003 banquet would go much easier. It was decided to form a sub-committee of four to six people to do the early planning and to decide how much responsibility to give to a contacted planner. Roald Evensen moved that the Urban Forestry Council sponsor the 2003 Tree City USA banquet and to form a sub-committee to begin preliminary planning. The motion was seconded by Joan Stevens, and was approved. Roald Evensen, Jeff, Edgar, and Kevin Hinckley will start out on the sub-committee, with Cindy Casey serving as a mentor, teaching the group about her experiences with putting

together the 2000 banquet, until the sub-committee is on their feet and confident to go it alone. The possibility of holding educational workshops on the afternoon of the 2003 banquet for early arrivers was proposed as well.

14 It was agreed to hold the next meeting of the council in Madison on January 16, 2002.

15. The meeting was adjourned at 2:30 p.m.

16. Kevin Hinckley then took some council members to the tree nursery that the city of Lodi established near the Sugar Creek and the city's waste treatment plant. Several council members also took the time to commend Kevin on the work he did to organize the meeting in Lodi, providing a caterer for lunch and arranging the tour afterwards.